

# **IDAHO POTATO COMMISSION** **MISSION STATEMENT**

## **Lead, Promote, Protect**

**To contribute to the economic welfare of the State of Idaho, its potato growers and other potato-related businesses;**

- **By leading, through facilitation, the various Idaho potato organizations in achieving mutually beneficial goals, including conducting strategic analyses of markets and marketing opportunities, maximizing research and education funds in improving quality, yield and variety expansion, and working with government agencies and industry organizations to best leverage support;**
- **By promoting and advertising Idaho's famous brand and certification marks with consumers, retailers/wholesalers, foodservice operators/distributors, and expanding both domestically and internationally all forms of Idaho potatoes;**
- **And by protecting Idaho potato registered trademarks and certification marks through approval and monitoring procedures which ensure compliance and aggressively challenging any improper usage.**

